LEO BURNETT COMPANY, *Inc.*
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Now that Oklahoma's gone big time (we even have our own Gauloises smoker now) you wouldn't recognize the place.

Gauloises (pronounced "Goal-waz") are not for everyone. Like most things from France, they are lively and provocative. Both in flavor and aroma. You get their message quickly and emphatically.

Now this cosmopolitan cigarette also comes with a filter. But worry not. The flavor will startle you.

So why don't you start smoking Gauloises? Give your state a little class.

France's best-selling cigarettes.

Avec filtre/Sans filtre

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